

FEATURE – SAM BRADFORD JOINS LET’S MOVE/PEOPLES GARDEN CAMPAIGNS

INTRO: NFL star and Heisman trophy winner Sam Bradford is partnering with federal programs to get kids to be more active and eat a healthy diet. USDA’s Patrick O’Leary has more from Washington, D.C. (1:48)

ON THE NATIONAL MALL, STAR QUARTERBACK SAM BRADFORD THROWS FOOTBALLS TO FELLOW NATIVE AMERICANS. THESE YOUNGSTERS FROM WESTERN TRIBES ARE AMONG THE TARGETS OF THE LET’S MOVE INITIATIVE AND OTHER EFFORTS TO PROMOTE PHYSICAL ACTIVITY.

Parrish Pipestem, Tuba City, Arizona: You just get a lot healthier and feel better.

LATER AT THE AGRICULTURE DEPARTMENT, CHEROKEE NATION MEMBER SAM BRADFORD WATCHED AS KIDS PLANTED SEEDS AND LEARNED ABOUT HEALTHY LIVING.

Sam Bradford, NFL Quarterback & Cherokee member: To all the kids here, I just want to encourage you to get outside, get active, whether it’s playing in a garden, whether it’s playing football, playing basketball, just get outside, have fun, get away from the TV and away from the computer.

AGRICULTURE SECRETARY TOM VILSACK SAID ROLE MODELS ARE IMPORTANT IN HELPING TO CHANGE BEHAVIORS, AND THAT NATIVE AMERICAN COMMUNITIES ARE DEALING WITH SERIOUS HEALTH ISSUES.

Tom Vilsack, Secretary of Agriculture: Unfortunately Native American children are more likely to be obese, in terms of percentages than Caucasians or African-Americans or Hispanic or Asian children. So it’s an opportunity for us to emphasize the importance of good nutrition, and getting the youngsters out into the garden, physically active, planting.

Shaydreanna Jackson, Navajo/Hopi/Walapai : It helps our community and learning how to plant, it helps us get a better understanding of our agriculture. And we’re not sitting on the couch being lazy.

MAKING SMART FOOD CHOICES AND STAYING ACTIVE ARE CRUCIAL IN THE FIGHT AGAINST OBESITY, ACCORDING TO THE HEISMAN TROPHY WINNER AND ST. LOUIS RAMS QB:

Bradford: Living a healthy lifestyle is something that everyone can do. If we can get that across to our youth I feel like we will really fight this battle right now.

IN WASHINGTON, D.C. FOR THE US DEPARTMENT OF AGRICULTURE I’M PAT O’LEARY.